



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 23, 2015

## NATIONAL SUMMARY

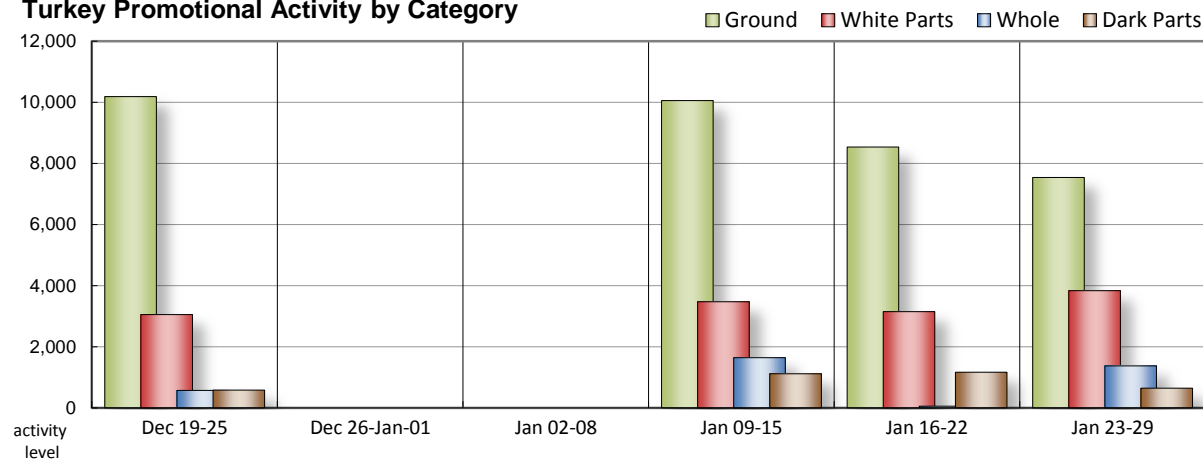
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	34.5% of 29,100 outlets		40.5% of 29,100 outlets		41.5% of 23,200 outlets	
Special Rate <sup>4/</sup>	2.6%		5.4%		5.6%	
Activity Index <sup>2/</sup>	14,018		16,754		13,750	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	686	1.08	27	1.59	80	1.13
" - Toms	686	1.08	27	1.59	180	1.05
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	14	3.49	45	2.80		
Frozen	1,503	1.85	1,006	1.80	1,200	1.88
<b>Split, bone-in</b>						
Fresh	300	3.02	31	2.49		
Rotisserie	291	7.37	342	8.41	40	7.59
Boneless, whole	24	4.99	226	5.99	60	5.47
Cutlets	1,196	4.97	820	4.72	470	4.89
Cutlets, thin sliced	41	4.99			380	4.99
Strips			16	3.99		
Tenders	247	4.55	468	4.54	70	4.95
Marinated Tenders	216	5.20	192	4.42	950	4.20
Drumsticks	176	2.31	81	2.05	80	2.12
Thighs	147	2.50	101	2.21	20	2.39
Wings	185	2.31	177	1.80	40	1.76
Necks	135	2.36	11	1.49	10	1.49
Smoked Drumsticks			300	2.25		
Smoked Wings			310	2.23	20	1.99
Smoked Necks			185	2.41	10	1.99
<b>GROUND TURKEY:</b>						
Patties	7,535	3.58	8,531	3.67	8,180	3.19
Sausage	131	4.11	310	3.96	350	3.31
85% lean	755	3.21	541	3.77	590	3.56
93% lean	1,445	2.87	1,442	3.17	3,780	2.94
Breast	3,380	3.40	4,585	3.40	2,760	3.20
Rolls (frsh/frz 1 lb.)	1,824	4.60	1,653	4.77	700	4.32
	366	2.95	1,597	2.40	630	2.17
<b>Specialty <sup>5/</sup></b>						
Patties			5	4.99	10	6.99
93-94% lean	242	4.92	984	4.05	1,220	3.91
Breast	28	5.35	1,272	5.99	100	5.99

Note: rolls & specialty not included in ground turkey total and weighted average.

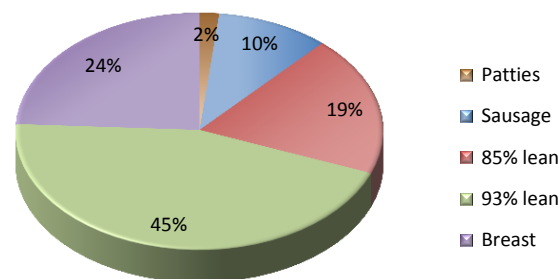
## This Week's Turkey Feature Highlights

Retail feature activity declines compared to last week's level. More stores are offering frozen frozen hens and toms; the weighted average price is lower. Offerings increase on frozen whole bone-in breasts; prices are higher. Fresh split breasts are finding more space in this week's circular, offering a nice size bone-in breast for smaller families. Offerings on rotisserie breasts continue to decline. Boneless white parts featuring is most active on cutlets; prices are mostly higher on boneless white parts. Shoppers will find more ads featuring fresh dark parts, but smoked parts are absent from ad pages this week. There are fewer promotions on ground turkey; featuring slows on 93% lean and patties, increases on the balance of grinds. Fewer stores are showing rolls in this week's circulars; offerings also decline on specialty grinds. Feature activity slows on deli and self-service deli items. Thin slicing turkey breast is the most actively promoted service deli item. Self-service deli featuring increases on private brands, slows on processor brands. Stores are starting to show promotions for the upcoming big game; deli platters will be popular for game day parties.

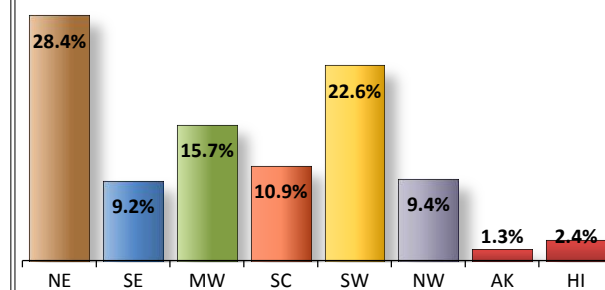
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 23, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	<b>60.9% of 5,500 sampled outlets</b>			<b>22.2% of 7,400 sampled outlets</b>			<b>32.2% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>4.0% of stores w/ no-price promotions</b>			<b>2.9% of stores w/ no-price promotions</b>			<b>3.4% of stores w/ no-price promotions</b>		
	<b>Activity Index = 4,759</b>			<b>Activity Index = 2,109</b>			<b>Activity Index = 2,396</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	1.69	21 1.69		0.99 - 1.69	504 0.99		1.39	106 1.39	
" - Toms	1.69	21 1.69		0.99 - 1.69	504 0.99		1.39	106 1.39	
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	3.49	14 3.49							
Frozen	1.29 - 2.29	396 1.87		1.29 - 1.99	111 1.73		1.19 - 1.99	343 1.91	
Split, bone-in									
Fresh	3.49	17 3.49					2.99	180 2.99	
Rotisserie	6.99 - 8.99	145 8.00		8.99	21 8.99		8.49 - 8.99	18 8.57	
Boneless, whole	4.99	24 4.99							
Cutlets	3.99 - 5.49	1,085 4.97		4.49 - 4.99	59 4.62		4.79	3 4.79	
Cutlets, thin sliced	4.99	41 4.99							
Strips									
Tenders	4.49	163 4.49		4.49	35 4.49				
Marinated Tenders				5.33	195 5.33		3.99	21 3.99	
Drumsticks	2.99	14 2.99		1.58	20 1.58		1.69 - 1.99	32 1.86	
Thighs	2.39 - 2.99	31 2.66					1.99	9 1.99	
Wings	1.89 - 2.99	35 2.33		1.68 - 1.89	11 1.72		1.69 - 1.99	32 1.86	
Necks							1.49 - 1.99	28 1.85	
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.69 - 4.99	99 4.27		3.29 - 3.39	19 3.34		3.99	13 3.99	
Sausage	3.19 - 3.99	181 3.82		2.55 - 3.59	19 3.10		3.27 - 4.09	40 3.83	
85% lean	3.19 - 3.33	17 3.26		2.50 - 3.07	135 2.59		2.33 - 3.00	468 2.94	
93% lean	2.99 - 4.99	1,161 3.39		2.49 - 3.50	408 3.19		2.40 - 3.99	805 3.34	
Breast (99-100% lean)	4.61 - 6.15	1,176 4.69		3.99 - 4.61	66 4.57		3.74 - 4.99	66 4.17	
Rolls (frsh/frz 1 lb.)							3.19	7 3.19	
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99 - 4.99	107 4.92		4.99	2 4.99		3.99 - 4.99	119 4.95	
Breast	5.99	11 5.99							


**USDA National Retail Report - Turkey**
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.**

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 23, 2015

	<b>SOUTH CENTRAL U.S.</b> (AR,CO,KS,LA,MO,NM,OK,TX)			<b>SOUTHWEST U.S.</b> (AZ,CA,NV,UT)			<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)		
<b>Feature Rate</b> <sup>1/</sup>	<b>22.7% of 4,900 sampled outlets</b>			<b>39.8% of 3,800 sampled outlets</b>			<b>32.3% of 1,300 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>			<b>9.1% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 1,662</b>			<b>Activity Index = 2,495</b>			<b>Activity Index = 430</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99	55	0.99						
" - Toms	0.99	55	0.99						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.99	208	1.61	1.79 - 1.99	336	1.98	1.49 - 1.88	109	1.82
Split, bone-in									
Fresh	2.99	40	2.99				2.99	61	2.99
Rotisserie				5.99	107	5.99			
Boneless, whole									
Cutlets				5.45	26	5.45	5.45	23	5.45
Cutlets, thin sliced									
Strips									
Tenders				4.79	26	4.79	4.79	23	4.79
Marinated Tenders									
Drumsticks				2.49	110	2.49			
Thighs				2.49	107	2.49			
Wings				2.49	107	2.49			
Necks				2.49	107	2.49			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	2.79 - 3.76	241	3.27	2.45 - 2.87	250	2.47			
85% lean	2.74 - 3.03	170	2.94	2.39 - 3.19	575	2.76	2.79 - 3.03	43	2.87
93% lean	2.08 - 3.99	401	3.48	2.40 - 3.99	355	3.02	3.18 - 4.39	157	4.20
Breast (99-100% lean)	3.99 - 4.99	201	4.42	3.99 - 4.79	295	4.47	3.99	9	3.99
Rolls (frsh/frz 1 lb.)	2.79 - 2.99	273	2.97	1.99 - 2.99	86	2.86			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99	9	3.99				5.99	5	5.99
Breast	3.99	9	3.99	5.99	8	5.99			



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup>	39.8% of 100 sampled outlets			75.2% of 100 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 58			Activity Index = 109		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh	2.99	2	2.99			
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage				4.69	24	4.69
85% lean	2.88	3	2.88	4.47	34	4.47
93% lean	4.80	42	4.80	4.23 - 4.80	51	4.53
Breast (99-100% lean)	3.99	11	3.99			
Rolls (frsh/frz 1 lb.)						
<b>Specialty <sup>5/</sup></b>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jan 23, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	52.0% of 29,100 stores		52.0% of 29,100 stores		71.2% of 23,200 stores		72.7% of 5,500 sampled outlets			34.9% of 7,400 sampled outlets		
Activity Index 2/	38,886		43,645		44,740		Activity Index = 12,983			Activity Index = 4,191		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,300	8.46	5,901	8.73	4,110	7.89	5.98 - 10.99	1,817	8.42	6.99 - 9.99	499	9.17
Private Brand	2,218	7.68	2,552	8.00	2,660	7.36	6.99 - 9.99	1,805	7.59			
<b>Category 2</b>												
Processor Brand	5,123	5.95	3,186	5.94	3,340	5.81	4.99 - 6.99	2,078	6.06	4.59 - 6.99	263	5.85
Private Brand	3,037	6.31	4,103	6.97	2,710	6.55	4.99 - 6.99	466	5.69	4.99 - 6.99	844	6.73
<b>Category 3</b>												
Processor Brand	1,250	3.83	594	3.91	750	4.14	3.99 - 4.99	45	4.53	2.97 - 3.99	339	3.94
Private Brand	65	5.02	52	4.91	70	4.86	3.97 - 5.48	65	5.02			
<b>Turkey Ham</b>												
Processor Brand	194	4.11	470	3.80	660	3.75	3.99 - 5.99	65	5.06	4.99	2	4.99
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	136	4.28	242	4.52	270	3.57	3.99 - 4.99	54	4.18			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,839	8.46	2,885	7.55	3,010	7.74	5.97 - 9.99	1,150	8.72	7.98 - 9.99	269	8.45
Private Brand	1,037	7.99	1,676	7.65	720	6.92	7.98 - 7.99	524	7.99	7.99	8	7.99
<b>Category 2</b>												
Processor Brand	227	5.48	428	5.84	90	4.84	4.99	72	4.99	5.08	24	5.08
Private Brand	177	5.92	283	5.71	210	5.99	5.99	6	5.99	5.99	45	5.99
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,846	3.26	9,378	3.53	9,350	2.85	2.49 - 4.29	2,171	3.40	1.96 - 4.19	809	2.88
Private Brand	1,205	3.19	812	3.25	2,010	3.18	3.29 - 3.50	328	3.34	2.89 - 3.59	45	3.49
<b>Turkey 16 oz</b>												
Processor Brand	828	5.82	661	5.01	3,980	4.57	4.99 - 6.99	147	5.51	4.99 - 6.49	228	6.40
Private Brand			1,083	4.50								
<b>Chicken 7-10 oz</b>												
Processor Brand	7,348	3.28	8,527	3.53	8,810	2.86	2.49 - 5.48	1,924	3.41	2.00 - 4.19	771	2.92
Private Brand	1,056	3.22	812	3.25	1,990	3.18	3.29 - 3.49	266	3.30	2.89 - 3.59	45	3.49

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jan 23, 2015

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	60.9% of 6,100 sampled outlets			49.0% of 4,900 sampled outlets			41.9% of 3,800 sampled outlets			63.7% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 9,321			Activity Index = 5,911			Activity Index = 4,144			Activity Index = 2,149		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 10.99	926 8.09		6.99 - 8.99	389 8.65		6.99 - 12.99	616 8.42		7.99 - 9.99	42 8.50	
Private Brand	6.99 - 11.49	301 8.05		6.99 - 8.99	112 8.17							
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,175 5.75		4.99 - 6.49	783 5.88		4.99 - 6.99	324 6.49		4.99 - 6.48	495 5.72	
Private Brand	4.99 - 6.99	988 5.77		5.99 - 7.49	390 6.73		6.99 - 7.49	211 6.99		6.99 - 7.49	138 7.44	
<b>Category 3</b>												
Processor Brand	3.98 - 4.49	112 4.02		3.49 - 3.99	379 3.86		2.69 - 3.99	370 3.54		4.99	5 4.99	
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.98 - 4.99	48 4.28		2.59 - 3.98	36 3.09		2.89 - 3.49	43 3.29				
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.98 - 4.99	37 4.39		3.98 - 4.99	34 4.60		4.99	2 4.99		2.99	9 2.99	
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.49 - 8.99	679 7.69		7.99 - 9.99	392 8.38		7.99 - 11.99	271 9.06		7.99 - 9.99	75 9.75	
Private Brand	6.99 - 8.49	482 7.96		8.49	23 8.49							
<b>Category 2</b>												
Processor Brand	4.99 - 5.49	14 5.20		3.99 - 5.99	42 5.75		5.99	75 5.99				
Private Brand	3.99 - 6.00	126 5.89										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 4.50	1,970 2.88		2.00 - 2.50	1,385 3.17		2.50 - 3.99	1,045 3.83		2.99 - 3.99	393 3.86	
Private Brand	2.50 - 3.99	207 2.92		2.79 - 3.99	258 3.06		2.49 - 3.99	91 3.36		2.49 - 3.99	265 3.24	
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.99	312 5.57		4.99 - 5.99	70 5.58		5.99	2 5.99		5.99	69 5.99	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 4.50	1,824 2.88		2.00 - 2.50	1,360 3.18		2.99 - 3.99	1,003 3.89		2.99 - 3.99	393 3.86	
Private Brand	2.89 - 3.99	120 3.10		2.79 - 3.99	258 3.06		2.49 - 3.99	91 3.36		2.49 - 3.99	265 3.24	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	44.1% of 100 sampled outlets			45.1% of 100 sampled outlets				
Activity Index 2/	Activity Index = 85			Activity Index = 102				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	8.49	11 8.49						
Private Brand								
<b>Category 2</b>								
Processor Brand	6.49	5 6.49						
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand	7.99	3 7.99						
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	3.49 - 4.99	22 4.92		2.99 - 4.99	51 4.05			
Private Brand	3.49	11 3.49						
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.49 - 4.99	22 4.92		2.99 - 4.99	51 4.05			
Private Brand	3.49	11 3.49						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)